



KMOV
One Memorial Drive
St. Louis, MO 63102

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract

861253

Schedule Dates 10/21/12-10/28/12
Advertiser Crossroads GPS (33741)
Agency/T-Code Crossroads Media LLC (2774)/055317791
Product Political - US Senate (1176)
Brand Crossroads GPS Est. 1164 (179760)
Salesperson Johannessen, Jordan (2818)
Sales Office TeleRep - New York
Buyer Name RAMSEY,NOELLE
Phone/Fax (202) 559-6424 /
CPE 12/11/1164
Account Types National/Political Issue - Agency
Billing Type Standard
Comments CROSSROADS GPS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/10/12
Last Modified 10/10/12
Entered By Lisa Rees
CO-OP No
Headline # 06368514
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,775.00
Net Total \$32,725.00
Sales Tax

St. Louis (KMOV) (KMOV)

| By Broadcast Month | Spots | Rate |
|---------------------|-----------|--------------------|
| Oct. 2012 | 40 | \$38,500.00 |
| Grand Total: | 40 | \$38,500.00 |

| Line | Line Type / Break Type (Ref #) | Dates | Sec | Length | Run Times | SPW | Mo | Tu | We | Th | Fr | Sa | Su | Spots | Rate | Total | Station | Comments | Entered |
|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|------------------|----------|
| 1.0 | Normal Line / SPOT | 10/26/12-10/26/12 | 4 | :30 | 20062- News @ 10pm M-F | | | | | | 1 | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/10/12 |
| 2.0 | Normal Line / SPOT | 10/26/12-10/26/12 | 4 | :30 | 20063- Late Show with David Letterman | | | | | | 1 | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | DAVID LETTERMAN | 10/10/12 |
| 3.0 | Normal Line / SPOT | 10/26/12-10/26/12 | 4 | :30 | 20027- Inside Edition | | | | | | 1 | | | 1 | \$300.00 | \$300.00 | St. Louis (KMOV) (KMOV) | INSIDE EDITION | 10/10/12 |
| 4.0 | Normal Line / SPOT | 10/26/12-10/26/12 | 4 | :30 | 20065- Late Late Show with Craig Ferguson | | | | | | 1 | | | 1 | \$150.00 | \$150.00 | St. Louis (KMOV) (KMOV) | LATE LATE SHOW | 10/10/12 |
| 5.0 | Normal Line / SPOT | 10/26/12-10/26/12 | 4 | :30 | 20023- News @ 12noon M-F | | | | | | 1 | | | 1 | \$600.00 | \$600.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT NOON | 10/10/12 |
| 6.0 | Normal Line / SPOT | 10/26/12-10/26/12 | 4 | :30 | 20054- News @ 5pm M-F | | | | | | 1 | | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 5P | 10/10/12 |
| 7.0 | Normal Line / SPOT | 10/26/12-10/26/12 | 4 | :30 | 131968- CBS This Morning | | | | | | 1 | | | 1 | \$350.00 | \$350.00 | St. Louis (KMOV) (KMOV) | CBS THIS MORNING | 10/10/12 |
| 8.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20062- News @ 10pm M-F | | 1 | | | | | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/10/12 |
| 9.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20063- Late Show with David Letterman | | 1 | | | | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | DAVID LETTERMAN | 10/10/12 |
| 10.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20027- Inside Edition | | 1 | | | | | | | 1 | \$300.00 | \$300.00 | St. Louis (KMOV) (KMOV) | INSIDE EDITION | 10/10/12 |
| 11.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20065- Late Late Show with Craig Ferguson | | 1 | | | | | | | 1 | \$150.00 | \$150.00 | St. Louis (KMOV) (KMOV) | LATE LATE SHOW | 10/10/12 |
| 12.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20023- News @ 12noon M-F | | 1 | | | | | | | 1 | \$600.00 | \$600.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT NOON | 10/10/12 |

CONFIRMATION CONTRACT

| | | | | |
|-----------------------------|-------|-------------------|-------|-----------|
| Accepted-Agency/Advertiser: | Date: | Accepted-Station: | Date: | Comments: |
| | | | | |



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Crossroads GPS Est. 1164 (179760)

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12/11/1164

Account Types

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Billing Type

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Comments

CROSSROADS GPS
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| Oct. 2012 | 40 | \$38,500.00 |
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|--------|--------------------------------|-------------------|-----|--------|----------------------------|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|---|----------|
| 13.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 20054- News @ 5pm M-F | | 1 | | | | | | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 5P | 10/10/12 |
| 14.0 | Normal Line / SPOT | 10/22/12-10/22/12 | 4 | :30 | 131968- CBS This Morning | | 1 | | | | | | | 1 | \$350.00 | \$350.00 | St. Louis (KMOV) (KMOV) | CBS THIS MORNING | 10/10/12 |
| 15.0 | Normal Line / SPOT | 10/27/12-10/27/12 | 4 | :30 | 20108- News @ 10pm Sat | | | | | | | 1 | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 | 10/10/12 |
| 16.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 119144- News @ 10:30pm Sun | | | | | | | | 1 | | \$1,500.00 | | St. Louis (KMOV) (KMOV) | NEWS 4 AT SUN | 10/10/12 |
| 16.0.1 | Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Incorrect Entry/Exception - prg airs in DB due to NFL | |
| 17.0 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 119144- News @ 10:30pm Sun | | | | | | | | 1 | 1 | \$1,500.00 | \$1,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT SUN | 10/10/12 |
| 18.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 20141- 60 Minutes | | | | | | | | 1 | | \$7,500.00 | | St. Louis (KMOV) (KMOV) | 60 MINUTES | 10/10/12 |
| 18.0.1 | Preempt | 10/21/12 | | | | | | | | | | | | | | | St. Louis (KMOV) (KMOV) | S/I-Incorrect Entry/Exception - prg airs in DB due to NFL | |
| 19.0 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 20141- 60 Minutes | | | | | | | | 1 | 1 | \$7,500.00 | \$7,500.00 | St. Louis (KMOV) (KMOV) | 60 MINUTES | 10/10/12 |
| 20.0 | Normal Line / SPOT | 10/21/12-10/21/12 | 4 | :30 | 8A- 10A (CT) | | | | | | | | 1 | 1 | \$850.00 | \$850.00 | St. Louis (KMOV) (KMOV) | CBS SUN MORNING/FACETHE NATION | 10/10/12 |

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|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|--------------------------------|----------|
| 21.0 | Normal Line / SPOT | 10/28/12-10/28/12 | 4 | :30 | 8A- 10A (CT) | | | | | | | | 1 | 1 | \$850.00 | \$850.00 | St. Louis (KMOV) (KMOV) | CBS SUN MORNING/FACETHE NATION | 10/10/12 |
| 22.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 20062- News @ 10pm M-F | | | | | 1 | | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/10/12 |
| 23.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 20063- Late Show with David Letterman | | | | | 1 | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | DAVID LETTERMAN | 10/10/12 |
| 24.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 20027- Inside Edition | | | | | 1 | | | | 1 | \$300.00 | \$300.00 | St. Louis (KMOV) (KMOV) | INSIDE EDITION | 10/10/12 |
| 25.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 20022- Price is Right | | | | | 1 | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | PRICE IS RIGHT | 10/10/12 |
| 26.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 20065- Late Late Show with Craig Ferguson | | | | | 1 | | | | 1 | \$150.00 | \$150.00 | St. Louis (KMOV) (KMOV) | LATE LATE SHOW | 10/10/12 |
| 27.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 20055- News @ 6pm M-F | | | | | 1 | | | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 6P | 10/10/12 |
| 28.0 | Normal Line / SPOT | 10/25/12-10/25/12 | 4 | :30 | 131968- CBS This Morning | | | | | 1 | | | | 1 | \$350.00 | \$350.00 | St. Louis (KMOV) (KMOV) | CBS THIS MORNING | 10/10/12 |
| 29.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 20062- News @ 10pm M-F | | | 1 | | | | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/10/12 |
| 30.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 20063- Late Show with David Letterman | | | 1 | | | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | DAVID LETTERMAN | 10/10/12 |
| 31.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 20027- Inside Edition | | | 1 | | | | | | 1 | \$300.00 | \$300.00 | St. Louis (KMOV) (KMOV) | INSIDE EDITION | 10/10/12 |

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|------|--------------------------------|-------------------|-----|--------|---|-----|----|----|----|----|----|----|----|-------|------------|------------|-------------------------|------------------|----------|
| 32.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 20022- Price is Right | | | 1 | | | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | PRICE IS RIGHT | 10/10/12 |
| 33.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 20065- Late Late Show with Craig Ferguson | | | 1 | | | | | | 1 | \$150.00 | \$150.00 | St. Louis (KMOV) (KMOV) | LATE LATE SHOW | 10/10/12 |
| 34.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 20055- News @ 6pm M-F | | | 1 | | | | | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 6P | 10/10/12 |
| 35.0 | Normal Line / SPOT | 10/23/12-10/23/12 | 4 | :30 | 131968- CBS This Morning | | | 1 | | | | | | 1 | \$350.00 | \$350.00 | St. Louis (KMOV) (KMOV) | CBS THIS MORNING | 10/10/12 |
| 36.0 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 20062- News @ 10pm M-F | | | | 1 | | | | | 1 | \$2,500.00 | \$2,500.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 10 | 10/10/12 |
| 37.0 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 20063- Late Show with David Letterman | | | | 1 | | | | | 1 | \$500.00 | \$500.00 | St. Louis (KMOV) (KMOV) | DAVID LETTERMAN | 10/10/12 |
| 38.0 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 20027- Inside Edition | | | | 1 | | | | | 1 | \$300.00 | \$300.00 | St. Louis (KMOV) (KMOV) | INSIDE EDITION | 10/10/12 |
| 39.0 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 20065- Late Late Show with Craig Ferguson | | | | 1 | | | | | 1 | \$150.00 | \$150.00 | St. Louis (KMOV) (KMOV) | LATE LATE SHOW | 10/10/12 |
| 40.0 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 20023- News @ 12noon M-F | | | | 1 | | | | | 1 | \$600.00 | \$600.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT NOON | 10/10/12 |
| 41.0 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 20054- News @ 5pm M-F | | | | 1 | | | | | 1 | \$1,000.00 | \$1,000.00 | St. Louis (KMOV) (KMOV) | NEWS 4 AT 5P | 10/10/12 |
| 42.0 | Normal Line / SPOT | 10/24/12-10/24/12 | 4 | :30 | 131968- CBS This Morning | | | | 1 | | | | | 1 | \$350.00 | \$350.00 | St. Louis (KMOV) (KMOV) | CBS THIS MORNING | 10/10/12 |
| | | | | | | | | | | | | | | | | | | | |

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Date:

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